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[United States Patent 7130811](#)

[Today In History](#)

March 14, 1794
Eli Whitney was granted a patent for the cotton gin.

Apparatus for merchandise promotion optimization

US Patent Issued on October 31, 2006

Inventor(s)

[Phil Delurgio](#)
[Hua Lee](#)
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Assignee

[DemandTec, Inc.](#)

\$2500 Patent Application

Patent Attorney for over 15 Years and an examiner. \$250 Provisional

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Application

No. 09849621 filed on 2001-05-05

Current US Class

[705/10](#), [705/400](#)

Abstract

Examiners

[Primary: Susanna M. Diaz](#)

Apparatus and method for determining an optimum

Attorney, Agent or Firm

[Huffman; Richard K.](#), [Huffman; James W.](#), [Lim; Kang S.](#)

promotion plan for merchandising of products for sale. A scenario/results processor enables a user to prescribe an optimization scenario, and presents the optimum

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promotion plan to the user, where the optimum promotion plan is determined by execution of the optimization scenario. The demand engine models relationships

between potential prices of the products and market demand for the products, where the potential prices correspond to potential promotion events and potential supplier offers. The activity based cost engine estimates demand chain costs for the products based upon the market demand. The promotion optimization engine employs the market demand and the demand chain costs to determine the optimum promotion plan, where the

5765143 optimum promotion plan maximizes a merchandising
5790643 performance figure of merit according to the optimization
5799286 scenario, and where the optimum promotion plan
5822736 comprises a subset of the promotion events and potential
5873069 supplier offers.
5878400

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United States Patent 6988076

Bizarre Patents

Patent No. 6,637,44

Beerrella

A small umbrella
removably attached
container in order
beverage container
rays of the sun.

Strategic planning and optimization system

US Patent Issued on January 17, 2006

Inventor(s)

[Kenneth J. Ouimet](#)

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Application

No. 09951334 filed on 2001-09-10

Current US Class

[705/7](#), [705/10](#), [705/5](#), [705/6](#)

Examiners

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[Gresham, Lowell W., Meschkow,](#)
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[P.L.C.](#)

Abstract

A software method for strategic planning and optimization allows a user to model an enterprise to visualize an effect of an auxiliary goal, such as price image, on a primary goal of the enterprise. A primary goal of the enterprise is selected, and is represented by a primary objective function which, in turn, depends upon a set of operational variables. The auxiliary goal is represented by a constraint function that depends upon a subset of the operational variables. An effective objective function is constructed by combining the primary objective function and the constraint function, and the effective objective function is optimized to yield a set of operational decisions that optimize the primary objective function while concurrently satisfying the constraint function. The set of operational decisions are provided to a user, the operational decisions enabling the enterprise

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0 639 815 EP Feb., 1995 to achieve the primary goal and satisfy the auxiliary goal.
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